

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business Administration - Marketing

2011

BAM2 Curriculum Modification for 2010-11 2011-12

Fanshawe College

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Deb's Copy

Request for Late Change to Degree Audit Form

FANSHAWE
COLLEGE



Office of the Registrar
[Rm. #E1012]

To the Division --

1. A copy of the Degree Audit Report (SDAR) with changes marked must accompany this request.
2. Please keep Yellow Copy of the Form and photocopy of SDAR Report with marked changes for your records
3. Allow 5 business days after receipt in the Office of the Registrar for the completion of this request.

To be completed by Division (please print)

BAM2 Business Admin Marketing 29/11/2011
Program # Program Name Date of Request (dd/mm/yyyy)
Business Marketing Sherry McEvoy 2011/12 2010/11
Division Program Co-ordinator Catalogs (To be updated - attach all copies)

Reason for late change:

A Strategic Policy & Planning course is offered in two programs - Business Admin Leadership (BAL) and Business Admin Marketing (BAM). For efficiency purposes, this course needs to be the same course number and title for both programs. As such, we would like to switch MGMT5055 Strategic Management back to the course name and number being used in the BAL program. Both programs will now offer MGMT5034 Strategic Policy.

If the change is a correction to the Degree Audit, identify the impact on current students (please review and submit student EVALS with submission to determine possible impact)

MGMT5055 Strategic Management has not yet been offered so there would be no impact to the degree audit. Current students

(attach sample EVALS)

Academic Manager Signature HL Bujum Date (dd/mm/yyyy) Nov-30/11

I have read the reasons for the change and any possible impact. Permission is granted: ☐ Yes ☐ No

Vice-President Academic Signature _____ Date (dd/mm/yyyy) _____

Comments _____

Registrar Office Use Only

APRS Updated: ☐ Initials: _____

Catalog(s) Updated: _____

EVAL printed: ☐ Initials: _____

Division Notified: ☐ Date: _____

Signed Copy Returned: ☐ Date: _____

Degree Audit Report

Catalog: 2010/2011

Program: BAM2

Name: Business Administration -
Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00

Residency Reqmt: 29.00

GPA Requirement: 2.000

Residency Reqmt GPA: 2.000

Minimum Grade: D

Academic Requirement: BAM2.10 Business Administration - Marketing

Major: BAM2

Grade Scheme: LG2

Minimum GPA: 2.000

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing I	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1060	Strategies for Success	15.00	1.00	
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1027	Principles of Marketing II	45.00	3.00	
MKTG-1013	Retail Merchandise Management I	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3001	Principles of Advertising	60.00	4.00	
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	

Degree Audit Report

MGMT-3054	Retail Management	45.00	3.00
MKTG-3022	Graphic Design	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-3011	Project Management	45.00	3.00	
COMP-3054	Desktop Publishing	45.00	3.00	
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3023	Strategic Marketing	30.00	2.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

F12	ADD	COMP 5062	WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
				Total Hours	Total Credits	GE
		MGMT-5005	Global Marketing	45.00	3.00	
		MGMT-5056	Research & Data Analysis	60.00	4.00	
		COMP-5055	DELETE Business Web Design & Google Analytics	60.00	4.00	
		MGMT-5053	Customer Relationship Management	45.00	3.00	
		MGMT-5046	Sales Management	45.00	3.00	
		MGMT-5054	Business & Consumer Events	45.00	3.00	
		MGMT-5050	New Media Marketing	45.00	3.00	
		MGMT-5051	DELETE Current Market Trends & Issues	30.00	2.00	
		MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
	ADD	MGMT 5074	GOOGLE ANALYTICS			

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

F12	ADD	MGMT 5034	STRATEGIC POLICY & PLANNING	45.0	3.0	
				Total Hours	Total Credits	GE
		MGMT-5055	DELETE Strategic Management	45.00	3.00	
		MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

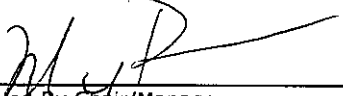
Degree Audit Report

Subrequirement: Gen Ed - Electives

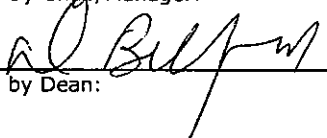
Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

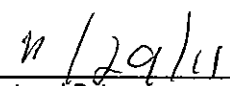


Approved By Chair/Manager:



Approved by Dean:

General Education Approved By(as appropriate):



Department and Date:



Date:

Date:

Degree Audit Report

Catalog: 2011/2012

Program: BAM2 **Name:** Business Administration - Marketing
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 9 - 6AcadSem/1800-2100hrs

Grade Scheme: LG2
Major: BAM2 - Business Admin-Marketing **Div:** BUS - Business and Management
Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00	Residency Reqmt: 29.00
GPA Requirement: 2.000	Residency Reqmt GPA: 2.000
Minimum Grade: D	

Academic Requirement: BAM2.11 Business Administration - Marketing

Major: BAM2
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing I	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1060	Strategies for Success	15.00	1.00	
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

Degree Audit Report

COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

<i>F12</i>	<i>ADD COMP 5002</i>	<i>WEB DESIGN FOR OPTIMIZATION</i>	<i>45.00</i>	<i>3.00</i>	
			Total Hours	Total Credits	GE
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP-5055	DELETE Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT-5051	DELETE Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
	<i>ADD MGMT 5014</i>	<i>GOOGLE ANALYTICS</i>	<i>45.00</i>	<i>3.00</i>	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

<i>F12</i>	<i>ADD MGMT 5034</i>	<i>STRATEGIC POLICY & PLANNING</i>	<i>45.00</i>	<i>3.00</i>	
			Total Hours	Total Credits	GE
	MGMT-5055	DELETE Strategic Management	45.00	3.00	
	MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report**Subrequirement:** Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

MJP
Approved By Chair/Manager:

L. B. B.
Approved by Dean:

General Education Approved By(as appropriate):

11/29/2011
Department and Date:

Nov-30/11
Date:

Date:

**NOVEMBER
2009**

CATALOG	PROGRAM	LEVEL or YEAR	DELETE	ADD	DATE CHANGED
20112	BMK1	2	MKTG-1027	MKTG-1028	30-Nov-09
		2	MKTG-1013	MKTG-1054	
		3	MKTG-3001	MKTG-3033	
		3	MGMT-3054	MKTG-1055	
		3	MKTG-3022	COMP-1413	
		3	MKTG-1028	MGMT-1209	
		4	MGMT-3011	MKTG-1056	
		4	MKTG-3023	MKTG-3032	
		4	COMP-3078	MATH-1080	
		4		MGMT-3058	
20090	BAM2	YEAR 3	MGMT-5007	MGMT-5056	30-Nov-09
		YEAR 3	COMP-5046	COMP-5055	Late Degree
		YEAR 3	MGMT-5016	MGMT-5051	Audit
		YEAR 3	MKTG-5002	MGMT-5053	
		YEAR 3	MGMT-5037	MGMT-5057	
		YEAR 3	MGMT-5047	MGMT-5054	
		YEAR 3	MGMT-5034	MGMT-5050	
		YEAR 3 add'l req	MKTG-5001	MGMT-5016	
		YEAR 3 add'l req	MGMT-5045	MGMT-5055	
20101	BAM2	YEAR 3	MGMT-5007	MGMT-5056	30-Nov-09
		YEAR 3	COMP-5046	COMP-5055	
		YEAR 3	MGMT-5016	MGMT-5051	
		YEAR 3	MKTG-5002	MGMT-5053	
		YEAR 3	MGMT-5037	MGMT-5057	
		YEAR 3	MGMT-5047	MGMT-5054	
		YEAR 3	MGMT-5034	MGMT-5050	
		YEAR 3 add'l req	MKTG-5001	MGMT-5016	
		YEAR 3 add'l req	MGMT-5045	MGMT-5055	
20112	BAM2	2	MKTG-1027	MKTG-1028	30-Nov-09
		2	MKTG-1013	MKTG-1054	
		3	MKTG-3001	MKTG-3033	
		3	MKTG-1028	MKTG-1055	
		3	MGMT-3054	COMP-1413	
		3	MKTG-3022	MGMT-1209	
		4	MGMT-3011	MKTG-1056	
		4	COMP-3054	MGMT-3058	
		4	MKTG-3023	MKTG-3032	
		YEAR 3	MGMT-5007	MGMT-5056	
		YEAR 3	COMP-5046	COMP-5055	
		YEAR 3	MGMT-5016	MGMT-5051	
		YEAR 3	MKTG-5002	MGMT-5053	
		YEAR 3	MGMT-5037	MGMT-5057	
		YEAR 3	MGMT-5047	MGMT-5054	
		YEAR 3	MGMT-5034	MGMT-5050	
		YEAR 3 add'l req	MKTG-5001	MGMT-5016	
		YEAR 3 add'l req	MGMT-5045	MGMT-5055	
20112	MKM1	YEAR 1	MGMT-5007	MGMT-5056	30-Nov-09
			COMP-5046	COMP-5055	
			MGMT-5016	MGMT-5057	
			MKTG-5002	MGMT-5053	
			MGMT-5037	MGMT-5050	
			MGMT-5047	MGMT-5054	
			MGMT-6033	MGMT-5051	
			MKTG-5001	MGMT-5016	
			MGMT-5045	MGMT-6033	

Note: No program mapping provided, no involvement of a PAC, course changes based on internal faculty content expertise

SEPTEMBER New Degree Audit Principles & Procedures became effective
2010 Requires Program Mapping and PAC involvement
 Once students start a program in a specific catalog, no changes to that degree audit

DECEMBER
2011

CATALOG	PROGRAM	LEVEL or YEAR	DELETE	ADD	DATE CHANGED
20101	BAM2	Year 3	MGMT-5055	MGMT5034	1-Dec-11
			COMP-5055	COMP-5062	Late Degree
			MGMT-5051	MGMT-5074	Audit
20112	BAM2	Year 3	MGMT-5055	MGMT5034	1-Dec-11
			COMP-5055	COMP-5062	Late Degree
			MGMT-5051	MGMT-5074	Audit
20123	BAM2	Year 3	MGMT-5055	MGMT5034	1-Dec-11
			COMP-5055	COMP-5062	
			MGMT-5051	MGMT-5074	
20123	MKM1	Year 1	COMP-5055	COMP-5062	1-Dec-11
			MGMT-5051	MGMT-5074	

Note: No program mapping provided, no involvement of PAC

MTCU Program Standards Comparison
Business Administration - Marketing (MTCU Code: 62900)

Colour Key: Same=  Similar=  Different= 
Marketing Management (MTCU Code: 72900)

1. develop an integrated marketing communication strategy* for marketing* products*, concepts, goods, or services based on an identified target market.	1. develop a promotion mix* for marketing* a product* or service based on an identified target market. <i>Similar to #1 in BAM</i>
2. develop pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis*.	2. develop pricing strategies which take into account perceived value, competitive pressures, and corporate objectives. <i>Similar to #2 in BAM</i>
3. develop strategies for the efficient and effective distribution of products*, concepts, goods, and services.	3. develop strategies for the efficient distribution of products* and services. <i>Similar to #3 in BAM</i>
4. determine strategies for developing new and modified products*, concepts, goods, and services that respond to evolving market needs.	4. determine strategies for developing new products* and services that are consistent with evolving market needs. <i>Similar to #4 in BAM</i>
5. evaluate results of marketing* activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.	5. evaluate results of marketing* activities using criteria related to budgeted sales, costs, and profits. <i>Same as #5 in BAM</i>
6. formulate and prepare a marketing* plan including marketing* objectives, marketing mix*, marketing strategies*, budgetary considerations, and evaluation criteria.	6. formulate a marketing* plan including marketing objectives, marketing mix*, strategies, budgetary considerations, and evaluation criteria. <i>Same as #6 in BAM</i>
7. project the impact of a marketing* initiative using quantitative information.	7. communicate marketing* information persuasively and accurately in oral, written, and graphic* formats. <i>Same as #10 in BAM</i>
8. address marketing* problems and opportunities using a variety of strategies and tactics.	8. prepare and deliver a sales presentation. <i>Similar to #16 in BAM</i>
9. develop strategies to establish effective working relationships with clients, customers*, consumers*, co-workers, supervisors, and others.	9. evaluate the viability of marketing* a product* or service in an international market or markets. <i>Similar to #11 in BAM</i>
10. communicate marketing* information persuasively and accurately in oral, written, and graphic* formats.	10. conduct primary research on market conditions in order to determine existing and potential levels of activity for particular products* and services. <i>Similar to #12 in BAM</i>
11. evaluate the viability of marketing* products*, concepts, goods, or services in an international market or markets.	11. apply human resource and leadership knowledge and skills to enhance performance with individuals and teams to contribute to the successful marketing* function of an enterprise.
12. conduct primary and secondary market research to provide information needed to make marketing* decisions.	12. employ marketing* management techniques in the planning, directing, and controlling of an enterprise.
13. develop personal professional development strategies and plans to enhance leadership, management skills, and marketing* expertise.	13. develop personal professional development strategies and plans to enhance leadership, management skills, and marketing* expertise.
14. assist in the development of a business plan.	14. develop strategies to establish working relationships with clients, customers, and consumers* which maintain and strengthen their loyalty to his/her organization. <i>Same as #9 in BAM</i>
15. apply the principles of business ethics and corporate social responsibility.	15. apply the principles of business ethics and corporate social responsibility. <i>Same as #15 in BAM</i>
16. use professional sales techniques to make a sale.	16. prepare the marketing* component of a business plan. <i>Similar to #14 in BAM</i>
17. adapt to and apply various and changing technologies, systems, and computer applications used in marketing* environments.	

Glossary of Terms

Business Administration - Marketing (MTCU Code: 62900)

Marketing Management (MTCU Code: 72900)

Consumer the person buying a product or service for individual consumption.	Advertising paid promotion of products, services, or ideas with an identified sponsor.
Cost Analysis the process of determining the true cost of a marketing plan or campaign, usually determined in cost per person reached or cost per sale (taken from www.fluidcommunications.biz/marketing/marketing_definitions.htm on April 22, 2004).	Consumer the person buying a product or service for individual consumption.
Cultural relating to the set of shared values and behaviours within a society.	Cultural relating to the set of shared values and behaviours within a society.
Customer an internal or external person, department or organization that purchases or receives products, concepts, goods and services (adapted from www.bridgefieldgroup.com/glos2.htm on February 25, 2004).	Direct Marketing the interactive relationship between the marketer and the end user.
Direct Marketing the interactive relationship between the marketer and the end user.	Distribution Channel individuals or organizations that participate in the flow of goods or services from the producer to the consumer.
Distribution Channel individuals or organizations that participate in the flow of goods or services from the producer to the consumer.	Entrepreneurship the act of organizing, leading, and assuming the risks of a business, organization, or enterprise in a creative or innovative manner.
Entrepreneurship the act of organizing, leading, and assuming the risks of a business, organization, or enterprise in a creative or innovative manner.	Environment the physical, psychological, and social surroundings.
Environment the physical, psychological, and social surroundings.	Environmental Scan a study of the forces close to a company that affect its ability to serve its customers, as well as the larger demographic, economic, natural, technological, cultural, and political forces.
Environmental Scan a study of the forces close to a company that affect its ability to serve its customers, as well as the larger demographic, economic, natural, technological, cultural, and political forces.	Graphic depicted using drawings, photographs, or other visual illustrations.
Graphic depicted using drawings, photographs, or other visual illustrations.	Internal Customer a person within an organization who uses or depends on a product or service provided by others within the same organization.
Integrated Marketing Communication Strategy a strategy that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation (adapted on January 9, 2004).	Lifecycle the stages of a product's sales and profits over its lifetime, consisting of development, introduction, growth, maturity and decline.
Lifecycle the stages of a product's sales and profits over its lifetime, consisting of development, introduction, growth, maturity and decline.	Marketing the act of directing need-satisfying goods and services from a producer to a customer or client by anticipating and reacting to consumer needs.
Marketing the act of directing need-satisfying goods and services from a producer to a customer or client by anticipating and reacting to consumer needs.	Marketing Mix the set of marketing variables that an organization uses to achieve the desired results.

Marketing Environment external changing forces within the business environment including laws, regulations, political activities, societal pressures, economic conditions, and technological advances (adapted on February 27, 2004).	Marketing Research the design, collection, analysis, and communication of, information related to the marketing function of an organization.
Marketing Management the process of planning and executing the conception, pricing, promotion, and distribution of products, concepts, goods, and services to create mutually beneficial exchanges (adapted on February 26, 2004).	Marketing Strategy the specific methods to be used by an organization to meet its marketing objectives. It may include target markets, product mix, and budgets.
Marketing Mix the set of marketing variables that an organization uses to achieve the desired results.	Personal Selling oral presentation made to one or more potential customers with the intention of making a sale.
Marketing Research the design, collection, analysis, and communication of, information related to the marketing function of an organization.	Primary Data information collected specifically for a particular application or situation by surveying potential customers regarding preferences, knowledge, and buying habits.
Marketing Strategy the specific methods to be used by an organization to meet its marketing objectives. It may include target markets, product mix, and budgets.	Product something which can be offered to satisfy a want or need, including tangible objects, ideas, destinations, and services.
Payback the length of time it takes to recover the initial cost of a project, without regard to the time value of money (taken on February 24, 2004).	Product Development the development of new products and modifications to existing products resulting from the organization's research and development activities.
Primary Data information collected specifically for a particular application or situation by surveying potential customers regarding preferences, knowledge, and buying habits.	Promotion Mix the mix of public relations, advertising, personal selling, direct marketing, and promotion a company uses to meet its marketing goals.
Product something which can be offered to satisfy a want or need.	Secondary Data information that has already been gathered for another purpose.
Product Development the development of new products and modifications to existing products resulting from the organization's research and development activities.	
Promotion the element of the marketing mix that an organization uses (1) to inform consumers about its products, the prices of its products, and how to obtain its products, (2) to persuade consumers to purchase its products, and (3) to remind consumers about the benefits associated with transacting business with the organization (taken on Feb. 20, 2004).	
Promotion Mix the mix of public relations, advertising, personal selling, direct marketing, and promotion a company uses to meet its marketing goals.	
Relationship Marketing the process of creating, maintaining, and enhancing strong, mutually beneficial relationships with customers (taken on May 20, 2004).	
Secondary Data information that has already been gathered for another purpose.	
Social Marketing the planning and implementation of programs designed to bring about social change using concepts from commercial marketing (taken on January 9, 2004).	

Marketing Management Graduate Certificate 2012

PROGRAM MAPPING (Program Name)			LEVEL ONE								LEVEL TWO							
PROGRAM VOCATIONAL LEARNING OUTCOMES			MGMT5053 CRM	MGMT5014 Google Analytics	MGMT5002 Global Market Strategy	MGMT5046 Sales Management	COMP5062 Web Design for Optimization	MGMT5016 Consumer Behaviour	MGMT5002 Integrated Marketing Communications	MGMT5038 Community Consultancy	MGMT5050 New Media Marketing	MGMT5056 Research & Data Analysis	MGMT5057 Search Engine Marketing	MGMT5054 Business & Consumer Events	MGMT5022 Not for Profit marketing	MGMT6033 Entrepreneurship	MGMT5039 Community Consultancy	
1 - Introductory																		
2 - Intermediate																		
3 - Advanced																		
The graduate has reliably demonstrated the ability to: (Source: MTCU Code:)																		
1. Develop a promotion mix* for marketing* a product* or service based on an identified target market.					2		1	1	3	3				3	3	3	3	
2. Develop pricing strategies which take into account perceived value, competitive pressures, and corporate objectives.					1		1	2		3				3	3	3	3	
3. Develop strategies for the efficient distribution of products* and services.					3		1			3				1		3	3	
4. Determine strategies for developing new products* and services that are consistent with evolving market needs.					3		1			3					2	3	3	
5. Evaluate results of marketing* activities using criteria related to budgeted sales, costs, and profits.			3		3		1	1		3				2	2	2	3	
6. Formulate a marketing* plan including marketing objectives, marketing mix*, strategies, budgetary considerations, and evaluation criteria.						3	1			3		2	3	1	1	3	3	
7. Communicate marketing* information persuasively and accurately in oral, written, and graphic* formats.			3	3			3		3	3	3			3	3	3	3	
8. Prepare and deliver a sales presentation.						3	3	3	3	2	3	3	3	3	3	3	2	
9. Evaluate the viability of marketing* a product* or service in an international market or markets.					3													
10. Conduct primary research on market conditions in order to determine existing and potential levels of activity for particular products* and services.					3		1	1		2							2	
11. Apply human resource and leadership knowledge and skills to enhance performance with individuals and teams to contribute to the successful marketing* function of an enterprise.							1			3		3					3	
12. Employ marketing* management techniques in the planning, directing, and controlling of an enterprise.					1	2				1				1		3	1	
13. Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing* expertise.					2					2						3	2	
14. Develop strategies to establish working relationships with clients, customers, and consumers* which maintain and strengthen their loyalty to his/her organization.						3		2								1		
15. Apply the principles of business ethics and corporate social responsibility.			2			3		3	2			3		1		3		
16. Prepare the marketing component of a business plan.						2	1	2			3	2			2	2		
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE			2	2	7	7	10	8	5	12	4	5	2	8	7	13	12	
V = Vocational Courses E = Essential Employability Skills Courses																		
GM = General Education (mandatory) G = General Education (elective)																		

PROGRAM COORDINATOR: Sherry McEvoy

ACADEMIC CHAIR: Mary Pierce

Date Completed: February 14th, 2012

Analysis of Mapping Results:

Marketing Management Graduate Certificate 2012/2013

PROGRAM MAPPING (Program Name)															
PROGRAM ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES				LEVEL ONE					LEVEL TWO						
4 = R	5 = RE	6 = TE	7 = TRE	MGMT 5053 CRM	MGMT5014 Google Analytics	MGMT5005 Global Market Strategy	MGMT5046 Sales Mgmt	COMP5062 Web Design for Optimization	MGMT5016 Consumer Behaviour	MGMT5002 Integrated Marketing Communications	MGMT5038 Community Consultancy	MGMT5050 New Media Marketing	MGMT5056 Research & Data Analysis	MGMT5057 Search Engine Marketing	MGMT5054 Business & Consumer Events
T = Taught	R = Reinforced	E = Evaluated													
The graduate has reliably demonstrated the ability to: (Source: MTCU Code:)															
1. communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.				5	7	7	7	7	5	5	7	5	7	7	5
2. respond to written, spoken, or visual messages in a manner that ensures effective communication.				5	7	7	7	4	5	5	7	5	7	7	5
3. execute mathematical operations accurately.				7	7	6	7			4	7	5	7	7	7
4. apply a systematic approach to solve problems.				5	7	7	7	4		7	7	4	7		7
5. use a variety of thinking skills to anticipate and solve problems.				5		7	5	4	7	7	7	4	7		5
6. locate, select, organize, and document information using appropriate technology and information systems.				5	7	7	5	6	5	7	7	7	7	7	5
7. analyze, evaluate, and apply relevant information from a variety of sources.				7		7	7	6	5	7	7	7	7	7	5
8. show respect for the diverse opinions, values, belief systems, and contributions of others.				4		4	7	4	7	4	7	4	4		4
9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.				5		4	5		4	4	7	5	5	7	5
10. manage the use of time and other resources to complete projects.				5	7	4	5	5	4	5	7	4	5	7	5
11. take responsibility for one's own actions, decisions, and consequences.				5	7	4		4	7	4	7	5	5	7	4
TOTAL # OF OUTCOMES SUPPORTED BY EACH COURSE				11	7	11	10			11	11	11	11	8	11
PROGRAM COORDINATOR: Sherry McEvoy															
ACADEMIC CHAIR: Mary Pierce															
Date Completed: February 14th, 2012															

PROGRAM MAPPING (Business Administration Marketing - BAM2)			LEVEL FIVE - Take one of the following groups										LEVEL SIX					
PROGRAM VOCATIONAL LEARNING OUTCOMES			LEVEL FIVE															
			MGMT5053 CRM	MGMT5014 Google Analytics	MGMT5002 Global Market Strategy	MGMT5046 Sales Mgmt	MGMT5016 Consumer Behaviour	COMP5062 Web Design for Optimization	MGMT5002 Integrated Marketing Communications	MGMT5038 Community Consultancy	MGMT5050 New Media Mktg	MGMT5056 Research & Data Analysis	MGMT5057 Search Engine Marketing	MGMT5054 Business & Consumer Events	MGMT5022 Not for Profit Mktg	MGMT5055 Strategic Policy	MGMT5039 Community Consultancy	# OF COURSES EVALUATING THE OUTCOME
1 - Introductory																		
2 - Intermediate																		
3 - Advanced																		
The graduate has reliably demonstrated the ability to: (Source: MTCU Code:)																		
1. Develop an integrated marketing communications strategy for marketing a product, service, concept, good or service based on an identified target					2			1	3	3	3			3	3		3	8
2. develop pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis.							2	1		3				2			3	5
3. Develop strategies for the efficient and effective distribution of product, concepts, goods and services.					3			1		3					2	3	3	6
4. Determine strategies for the developing new and modified products, concepts, goods and services that respond to evolving market needs.					3			1		3							3	5
5. Evaluate results of marketing activities using criteria related to budgeted sales, profits and other appropriate criteria				3		3		1	1	2		2	3	1	2	2	2	11
6. Formulate and prepare a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations and evaluative criteria.								3	3	3	3			3	2	3	3	8
7. Project the impact of a marketing initiative using quantitative data.			2	3				3	3	2		3	3	3	1		2	10
8. Address marketing problems and opportunities using a variety of skills and tactics			3	3	3	3	3	3		3	3	3		2	3	3	3	13
9. Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors and others.						3	3			1				3		3	1	6
10. Communicate marketing information persuasively in oral, written and graphic formats.			3	3		3	3	3	3	2	3	3	3		3		2	12
11. Evaluate the viability of marketing products, concepts, goods, services in an international market or markets					3		1	1		3				1			3	6
12. Conduct primary and secondary market research to provide information needed to make marketing decisions					2			1	1	3		3			3	3	3	8
13 develop personal professional development strategies and plans to enhance leadership, management skills and marketing expertise						3	2											2
14. Assist in the development of a business plan																		2
15. Apply the principles of business ethics and corporate social responsibility			3			2	2	1			3	2						2
16. Use professional sales techniques to make a sale						3					3	2			2	2		8
17. Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments			3	3		3	3	3		1	3	3	3		2		1	11
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE			5	5	6	8	9	13	6	13	6	8	4	9	11	7	13	123
V = Vocational Courses E = Essential Employability Skills Courses																		
GM = General Education (mandatory) G = General Education (elective)																		
NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course																		
PROGRAM COORDINATOR: Sherry McEvoy			Analysis of Mapping Results:															
ACADEMIC CHAIR: Mary Pierce			1) Learning Outcome #2 (Pricing Strategy) needs a greater program emphasis.															
Date Completed: Feb. 14th, 2012																		

PROGRAM MAPPING (Business Administration Marketing - BAM2)				LEVEL FIVE - Take one of the following groups												
PROGRAM ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES				LEVEL FIVE						LEVEL SIX						
4 = R	5 = RE	6 = TE	7 = TRE	MGMT 5053 CRM	MGMT5014 Google Analytics	MGMT5005 Global Market Strategy	MGMT5046 Sales Mgmt	COMP5062 Web Design for Optimization	MGMT5016 Consumer Behaviour	MGMT5002 Integrated Marketing Communications	MGMT5038 Community Consultancy	MGMT5050 New Media Marketing	MGMT5056 Research & Data Analysis	MGMT5057 Search Engine Marketing	MGMT5054 Business & Consumer Events	MGMT5022 Not-for-Profit
T = Taught	R = Reinforced	E = Evaluated														
The graduate has reliably demonstrated the ability to: (Source: MTCU Code :)																
1. communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.				5	7	7	7	7	5	5	7	5	7	7	5	5
2. respond to written, spoken, or visual messages in a manner that ensures effective communication.				5	7	7	7	4	5	5	7	5	7	7	5	5
3. execute mathematical operations accurately.				4	7	6	7			7	7	5	7	7	7	4
4. apply a systematic approach to solve problems.				5	7	7	7	4		7	7	4	7	7	7	7
5. use a variety of thinking skills to anticipate and solve problems.				5	7	7	5	4	7	7	7	4	7	7	7	7
6. locate, select, organize, and document information using appropriate technology and information systems.				5	7	7	5	6	5	5	7	7	7	7	4	4
7. analyze, evaluate, and apply relevant information from a variety of sources.				7		7	7	6	5	5	7	7	7		4	5
8. show respect for the diverse opinions, values, belief systems, and contributions of others.				4		4	7	4	7	4	7	4	4		4	4
9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.				5	7	4	5		4	5	7	5	5	7	7	5
10. manage the use of time and other resources to complete projects.				5	7	4	5	5	4	4	7	4	5	7	5	4
11. take responsibility for one's own actions, decisions, and consequences.				5	7	4		4	7	4	7	5	5	7	4	4
TOTAL # OF OUTCOMES SUPPORTED BY EACH COURSE				11	9	11	10	9	11	11	11	11	11	9	11	11
PROGRAM COORDINATOR: Sherry McEvoy																
ACADEMIC CHAIR: Mary Pierce																
Date Completed: February 14th, 2012																

Deb's Copy.

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PROGRAM/CURRICULUM "RATIONALE FOR CHANGES"

DEC 02 2011

REGISTRAR

All requests for changes to programs of instruction must be submitted to the Registrar's Office by December 1st each year for changes to be implemented for the following September intake. All changes require the approval of the Dean and possibly the VPA's Office, if significant.

REMINDER: We need to ensure that changes are made properly and in a timely manner to: maximize student success; optimize employment preparation; meet all quality and integrity responsibilities to MTCU, PQAPA and our Board of Governors; and meet community expectations.

- The **Program/Curriculum "Rationale for Changes"** should be completed using this template and all areas must be completed. An electronic copy of this document should be submitted to the Registrar's Office.
- The Dean/Chair responsible for the program should consult with other affected schools and obtain the appropriate sign-offs on a paper copy of this document. Once all consultations and sign-offs have occurred, the paper copy should be submitted to the RO
- Course Request Forms must also be submitted electronically to Strategy and Planning for all new courses. These will be forwarded to Scheduling following approval of the changes by the Dean and possibly the VPA's Office.

1.0 Program Requiring Changes

Program Title:	Business Admin Marketing	
Program Alpha & Number:	BAM2	
Effective Catalog Year:	2013/14 & 2012/13	

Please answer each of the questions below, if applicable. Missing or incomplete information may delay approval and/or implementation of the proposed changes.

2.0 Rationale for Changes

2.01 Provide a brief description of the reasons for the proposed changes.

Due to changes in online marketing trends, we would like re-name our "Current Trends" course to be called Google Analytics. We anticipate that this skill set will remain highly desired by industry and will be a competitive differentiator for our Program.

To compensate for moving this course from 2 course hours to 3, we are taking 1 hour from our current Web Design course. The Web Design course will now be 3 hours and be called Web Design and Search Engine Optimization. There will be no measurable impact to the learning outcomes for web design.

See Late Change form for Rationale on MGMT-5034

2011/12

2.02 Students

- Are changes a response to student feedback? Or our Programs Data Report - Weak Factors? (summarize how changes address this issue)
- How will changes affect student learning and success? (describe evidence to support this)
- How will changes affect cost of the program for students? (e.g., materials fees; equipment fees - laptop program; OSAP implications)

- How will changes affect the flow of the program?

Google Analytics, Search Engine Marketing, Web Design and Digital Marketing are all central skill sets that students will require in today's marketing environment. Search Engine Marketing and Web Design have been offered in the program for 3 years. Digital Marketing will be introduced this Winter. The addition of Google Analytics will round out students' ability to measure and track the success of their online campaigns and sites. We are the only College in Ontario (and Canada) to offer these courses at this level). To date, 40+ of our grads have been directly by Search firms, with demand exceeding supply. The Google certifications that go along with taking these courses are highly sought in industry.

2.03 Relationship of Program to Industry

- How do changes reflect trends in the field or in industry? (Provide data regarding industry and/or professional trends.)

Each year, the Interactive Advertising Bureau of Canada contracts Ernest & Young to conduct a study into trends in use of online/offline marketing media. In 2010, Search Engine Marketing was the most dominant and fastest growing online media used, comprising 40% of all online marketing expenditure. It is an ingrained consumer behavior to "Google" to look for product/service information and, as such, students need to be able to capitalize on this behavior in order to sell products. The addition of the Google Analytics strongly compliments Search, as it allows students to measure where traffic on their web site is coming from (i.e. Search Engine Marketing or other sources).

2.04 Program Learning Outcomes

- How do the changes align with Ministry outcomes? (Provide a copy of the completed program map indicating gaps/overlaps that are being corrected)

NOT INCLUDED

The changes will measurably enhance students' ability to meet the following learning outcomes

- Determine strategies for developing new products* and services that are consistent with evolving market needs.
- Project the impact of a marketing initiative using quantitative data.
- Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments

2.05 Relationships with Other Fanshawe College Programs

- Is this course in a ladder program or part of any other Fanshawe College program?

Per above, it is a compliment to existing courses but it is not in a ladder program.

2.06 Relations with Other Post-Secondary Programs

- How will the changes affect transfer agreements with other post-secondary institutions?
- What discussions have been initiated with these institutions regarding the changes?

The changes should not affect transfer agreements.

2.07 Changes on Fit of Program with general College Requirements for Programs

- How do changes affect the fit of the program with the College's strategic plan, program mix, general education requirements, marketing?
- Are changes consistent with Colleges policies/practices? (Identify specific areas where policies/practices need to be altered if program changes approved.)

The affect on program mix has been addressed above. The change is consistent with policies and practices.

3.0 Consultation Regarding Proposed Changes

3.01 Consultation With Program Advisory Committee

- Indicate feedback from the program advisory committee regarding the changes.

A Program Review is scheduled for 2012, however, we have just completed a Program Review for our Degree program which has similar curriculum to our Grad Program. The panel was resoundingly supportive of teaching digital, search and analytics as a skill set.

3.02 Consultation With Other Programs/Schools/Services

- What programs/schools/services have been consulted?
- What feedback and suggestions have been offered through consultation?

Not applicable - courses are specific to our program.

4.0 Resource Implications of Proposed Changes

4.01 Staffing

- Outline all staffing consequences, both for the program and related areas.

The courses will be taught by an existing full-time faculty members

4.02 Services

- Outline all consequences on other areas.

No impact

4.03 Space or Technology Requirements

- Outline how changes affect space and/or technology requirements.

No impact.

4.04 Budgetary Implications

- Outline budgetary implications (include consequences on other schools such as increase/decrease in teaching hours required)
- Outline changes to materials fees.


No impact to student fees or teaching hours overall

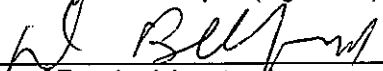
Approvals: Chair of School and Dean of Faculty; possibly VPA's Office, if significant

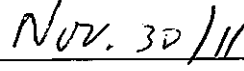
☒ Approved

☐ Not Approved / Requires Changes


Chair of School/Campus (signature)


Date


Dean of Faculty (signature)


Date

Chair of Servicing School, if required (signature)

Date

Vice-President, Academic, if required (signature)

Date

Degree Audit Report

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DEC 02 2011

Catalog: 2012/2013

Program: BAM2

Name: Business Administration -
Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00	Residency Reqmt: 29.00
GPA Requirement: 2.000	Residency Reqmt GPA: 2.000
Minimum Grade: D	

Academic Requirement: BAM2.12 Business Administration - Marketing

Major: BAM2
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing I	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
F12 BUSI-1060	Strategies for Success	45.00	1.00	3.0
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

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COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

ADD	COMP 5062	WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP-5055	DEUKE Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT-5051	DEUKE Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
ADD	MGMT 5074	GOOGLE ANALYTICS	45.0	3.0	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

MGMT - 5034	Strategic Policy & Planning	45.0	3.0	
		Total Hours	Total Credits	GE
MGMT-5055	Strategic Management	45.00	3.00	
MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report**Subrequirement:** Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

Approved By Chair/Manager:

Department and Date:

Approved by Dean:

Date:

General Education Approved By(as appropriate):

Date:

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REGISTRAR

Catalog: 2012/2013

2013/14

Program: BAM2

Name: Business Administration -
Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00	Residency Reqmt: 29.00
GPA Requirement: 2.000	Residency Reqmt GPA: 2.000
Minimum Grade: D	

Academic Requirement: BAM2.12 Business Administration - Marketing

Major: BAM2
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing I	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1050	Strategies for Success	45.00	1.00	3.0
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

F13

1080

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

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Degree Audit Report

COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

ADD	COMP 5002	WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP-5055	Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT-5051	Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	

ADD MGMT 5074 GOOGLE ANALYTICS 45.0 3.0

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

ADD	MGMT-5021	Strategic Policy & Planning	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5055	Strategic Management	45.00	3.00	
	MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report

Subrequirement: Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

Approved By Chair/Manager:

Approved by Dean:

General Education Approved By(as appropriate):

Department and Date:

Date:

Date:

PROGRAM/CURRICULUM "RATIONALE FOR CHANGES"

RECEIVED

DEC 02 2011

REGISTRAR

All requests for changes to programs of instruction must be submitted to the Registrar's Office by December 1st each year for changes to be implemented for the following September intake. All changes require the approval of the Dean and possibly the VPA's Office, if significant.

REMINDER: We need to ensure that changes are made properly and in a timely manner to: maximize student success; optimize employment preparation; meet all quality and integrity responsibilities to MTCU, PQAPA and our Board of Governors; and meet community expectations.

- The **Program/Curriculum "Rationale for Changes"** should be completed using this template and all areas must be completed. An electronic copy of this document should be submitted to the Registrar's Office.
- The Dean/Chair responsible for the program should consult with other affected schools and obtain the appropriate sign-offs on a paper copy of this document. Once all consultations and sign-offs have occurred, the paper copy should be submitted to the RO
- Course Request Forms must also be submitted electronically to Strategy and Planning for all new courses. These will be forwarded to Scheduling following approval of the changes by the Dean and possibly the VPA's Office.

1.0 Program Requiring Changes

Program Title:	Business Admin Marketing	
Program Alpha & Number:	BAM2	
Effective Catalog Year:	2013/14 <i>8-2012/13</i>	

Please answer each of the questions below, if applicable. Missing or incomplete information may delay approval and/or implementation of the proposed changes.

2.0 Rationale for Changes

2.01 Provide a brief description of the reasons for the proposed changes.

Due to changes in online marketing trends, we would like re-name our "Current Trends" course to be called Google Analytics. We anticipate that this skill set will remain highly desired by industry and will be a competitive differentiator for our Program.

To compensate for moving this course from 2 course hours to 3, we are taking 1 hour from our current Web Design course. The Web Design course will now be 3 hours and be called Web Design and Search Engine Optimization. There will be no measurable impact to the learning outcomes for web design.

*See Late Change form for Rationale on MGMT-5034
2011/12*

2.02 Students

- Are changes a response to student feedback? Or our Programs Data Report - Weak Factors? (summarize how changes address this issue)
- How will changes affect student learning and success? (describe evidence to support this)
- How will changes affect cost of the program for students? (e.g., materials fees; equipment fees - laptop program; OSAP implications)

- How will changes affect the flow of the program?

Google Analytics, Search Engine Marketing, Web Design and Digital Marketing are all central skill sets that students will require in today's marketing environment. Search Engine Marketing and Web Design have been offered in the program for 3 years. Digital Marketing will be introduced this Winter. The addition of Google Analytics will round out students' ability to measure and track the success of their online campaigns and sites. We are the only College in Ontario (and Canada) to offer these courses at this level). To date, 40+ of our grads have been directly by Search firms, with demand exceeding supply. The Google certifications that go along with taking these courses are highly sought in industry.

2.03 Relationship of Program to Industry

- How do changes reflect trends in the field or in industry? (Provide data regarding industry and/or professional trends.)

Each year, the Interactive Advertising Bureau of Canada contracts Ernest & Young to conduct a study into trends in use of online/offline marketing media. In 2010, Search Engine Marketing was the most dominant and fastest growing online media used, comprising 40% of all online marketing expenditure. It is an ingrained consumer behavior to "Google" to look for product/service information and, as such, students need to be able to capitalize on this behavior in order to sell products. The addition of the Google Analytics strongly compliments Search, as it allows students to measure where traffic on their web site is coming from (i.e. Search Engine Marketing or other sources).

2.04 Program Learning Outcomes

- How do the changes align with Ministry outcomes? (Provide a copy of the completed program map indicating gaps/overlaps that are being corrected)

NOT INCLUDED

The changes will measurably enhance students' ability to meet the following learning outcomes

- Determine strategies for developing new products* and services that are consistent with evolving market needs.
- Project the impact of a marketing initiative using quantitative data.
- Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments

2.05 Relationships with Other Fanshawe College Programs

- Is this course in a ladder program or part of any other Fanshawe College program?

Per above, it is a compliment to existing courses but it is not in a ladder program.

2.06 Relations with Other Post-Secondary Programs

- How will the changes affect transfer agreements with other post-secondary institutions?
- What discussions have been initiated with these institutions regarding the changes?

The changes should not affect transfer agreements.

2.07 Changes on Fit of Program with general College Requirements for Programs

- How do changes affect the fit of the program with the College's strategic plan, program mix, general education requirements, marketing?
- Are changes consistent with Colleges policies/practices? (Identify specific areas where policies/practices need to be altered if program changes approved.)

The affect on program mix has been addressed above. The change is consistent with policies and practices.

3.0 Consultation Regarding Proposed Changes

3.01 Consultation With Program Advisory Committee

- Indicate feedback from the program advisory committee regarding the changes.

A Program Review is scheduled for 2012, however, we have just completed a Program Review for our Degree program which has similar curriculum to our Grad Program. The panel was resoundingly supportive of teaching digital, search and analytics as a skill set.

7
NOT A
PAC

3.02 Consultation With Other Programs/Schools/Services

- What programs/schools/services have been consulted?
- What feedback and suggestions have been offered through consultation?

Not applicable - courses are specific to our program.

4.0 Resource Implications of Proposed Changes

4.01 Staffing

- Outline all staffing consequences, both for the program and related areas.

The courses will be taught by an existing full-time faculty members

4.02 Services

- Outline all consequences on other areas.

No impact

4.03 Space or Technology Requirements

- Outline how changes affect space and/or technology requirements.

No impact.

4.04 Budgetary Implications

- Outline budgetary implications (include consequences on other schools such as increase/decrease in teaching hours required)
- Outline changes to materials fees.

No impact to student fees or teaching hours overall

Approvals: Chair of School and Dean of Faculty; possibly VPA's Office, if significant

☐ Approved

☐ Not Approved / Requires Changes

Chair of School/Campus (signature)

Date

Dean of Faculty (signature)

Date

Chair of Servicing School, if required (signature)

Date

Vice-President, Academic, if required (signature)

Date

Degree Audit Report

RECEIVED

DEC 02 2011

Catalog: 2012/2013

Program: BAM2

Name: Business Administration -
Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00

Residency Reqmt: 29.00

GPA Requirement: 2.000

Residency Reqmt GPA: 2.000

Minimum Grade: D

Academic Requirement: BAM2.12 Business Administration - Marketing

Major: BAM2

Grade Scheme: LG2

Minimum GPA: 2.000

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

			Total Hours	Total Credits	GE
	ACCT-1004	Principles of Accounting 1	60.00	4.00	
	WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
	MKTG-1012	Principles of Marketing I	45.00	3.00	
	MATH-1052	Business Math	45.00	3.00	
F 12	BUSI-1060	Strategies for Success	45.00	1.00	3.0
	BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

Degree Audit Report

COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

ADD	COMP 5062	WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP-5055	Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT-5051	Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
ADD	MGMT 5014	GOOGLE ANALYTICS	45.0	3.0	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

MGMT-5034	Strategic Policy & Planning	45.0	3.0	
		Total Hours	Total Credits	GE
MGMT-5055	Strategic Management	45.00	3.00	
MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report

Subrequirement: Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

Approved By Chair/Manager:

Department and Date:

Approved by Dean:

Date:

General Education Approved By(as appropriate):

Date:

Degree Audit Report

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DEC 02 2011
REGISTRAR

Catalog: 2012/2013 2013/14

Program: BAM2

Name: Business Administration -
Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00

Residency Reqmt: 29.00

GPA Requirement: 2.000

Residency Reqmt GPA: 2.000

Minimum Grade: D

Academic Requirement: BAM2.12 Business Administration - Marketing

Major: BAM2

Grade Scheme: LG2

Minimum GPA: 2.000

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

			Total Hours	Total Credits	GE
	ACCT-1004	Principles of Accounting 1	60.00	4.00	
	WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
	MKTG-1012	Principles of Marketing I	45.00	3.00	
	MATH-1052	Business Math	45.00	3.00	
F13	BUSI-1050 1082	Strategies for Success	45.00	1.00 3.0	
	BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

Degree Audit Report

COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

ADD	COMP 5002	WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP-5055	Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT-5051	Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
ADD	MGMT 5051	GOOGLE ANALYTICS	45.0	3.0	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

ADD	MGMT-5021	Strategic Policy & Planning	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5055	Strategic Management	45.00	3.00	
	MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report

Subrequirement: Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

Approved By Chair/Manager:

Approved by Dean:

General Education Approved By(as appropriate):

Department and Date:

Date:

Date:

Request for Late Change to Degree Audit Form

FANSHAWE
COLLEGE



Office of the Registrar
[Rm. #E1012]

To the Division --

Not a late change?

1. A copy of the Degree Audit Report (SDAR) with changes marked must accompany this request.
2. Please keep Yellow Copy of the Form and photocopy of SDAR Report with marked changes for your records
3. Allow 5 business days after receipt in the Office of the Registrar for the completion of this request.

To be completed by Division (please print)

BAM2

Program #

Business Admin Marketing

Program Name

29/11/2011

Date of Request (dd/mm/yyyy)

Business Marketing

Sherry McEvoy

Division

Program Co-ordinator

2011/12

2010/11

Catalogs (To be updated - attach all copies)

Reason for late change:

A Strategic Policy & Planning course is offered in two programs - Business Admin Leadership (BAL) and Business Admin Marketing (BAM). For efficiency purposes, this course needs to be the same course number and title for both programs. As such, we would like to switch MGMT5055 Strategic Management back to the course name and number being used in the BAL program. Both programs will now offer MGMT5034 Strategic Policy.

If the change is a correction to the Degree Audit, identify the impact on current students (please review and submit student EVALS with submission to determine possible impact)

MGMT5055 Strategic Management has not yet been offered so there would be no impact to the degree audit. Current students

(attach sample EVALS)

Academic Manager Signature

LE Buzym

Date (dd/mm/yyyy)

Nov-30/11

I have read the reasons for the change and any possible impact. Permission is granted: ☐ Yes ☐ No

Vice-President Academic Signature

Date (dd/mm/yyyy)

Comments

Registrar Office Use Only

APRS Updated: ☐ Initials: _____

Catalog(s) Updated: _____

EVAL printed: ☐

Initials: _____

Division Notified: ☐

Date: _____

Signed Copy Returned: ☐

Date: _____

Degree Audit Report

Catalog: 2011/2012

Program: BAM2 **Name:** Business Administration - Marketing
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 9 - 6AcadSem/1800-2100hrs
Grade Scheme: LG2
Major: BAM2 - Business Admin-Marketing **Div:** BUS - Business and Management
Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00	Residency Reqmt: 29.00
GPA Requirement: 2.000	Residency Reqmt GPA: 2.000
Minimum Grade: D	

Academic Requirement: BAM2.11 Business Administration - Marketing

Major: BAM2
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing I	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1060	Strategies for Success	15.00	1.00	
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

Degree Audit Report

COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

F12

<i>ADD</i>	<i>COMP 5002</i>	<i>WEB DESIGN FOR OPTIMIZATION</i>	<i>45.00</i>	<i>3.00</i>	
			Total Hours	Total Credits	GE
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP-5055	Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT-5051	Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
<i>ADD</i>	<i>MGMT 5014</i>	<i>GOOGLE ANALYTICS</i>	<i>45.00</i>	<i>3.00</i>	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

F12

<i>ADD</i>	<i>MGMT 5034</i>	<i>STRATEGIC POLICY & PLANNING</i>	<i>45.00</i>	<i>3.00</i>	
			Total Hours	Total Credits	GE
	MGMT-5055	Strategic Management	45.00	3.00	
	MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report

Subrequirement: Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

M. P.
Approved By Chair/Manager:

H. B.
Approved by Dean:

General Education Approved By(as appropriate):

11/29/2011
Department and Date:

Nov-30/11
Date:

Date:

Degree Audit Report

Catalog: 2010/2011

Program: BAM2

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Name: Business Administration -
Marketing

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Co-Op Indicator: N/A

Div: BUS - Business and Management

Academic Program Requirement

Total Credits: 115.00

GPA Requirement: 2.000

Minimum Grade: D

Residency Reqmt: 29.00

Residency Reqmt GPA: 2.000

Academic Requirement: BAM2.10 Business Administration - Marketing

Major: BAM2

Grade Scheme: LG2

Minimum GPA: 2.000

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1004	Principles of Accounting 1	60.00	4.00	
WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing I	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1060	Strategies for Success	15.00	1.00	
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics	45.00	3.00	**
MKTG-1027	Principles of Marketing II	45.00	3.00	
MKTG-1013	Retail Merchandise Management I	45.00	3.00	
MKTG-1020	Marketing Presentations	30.00	2.00	
COMP-3077	Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3001	Principles of Advertising	60.00	4.00	
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	

Degree Audit Report

MGMT-3054	Retail Management	45.00	3.00
MKTG-3022	Graphic Design	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-3011	Project Management	45.00	3.00	
COMP-3054	Desktop Publishing	45.00	3.00	
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3023	Strategic Marketing	30.00	2.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

F12 ADD COMP 5062 WEB DESIGN FOR OPTIMIZATION

		45.0 Total Hours	3.0 Total Credits	GE
MGMT-5005	Global Marketing	45.00	3.00	
MGMT-5056	Research & Data Analysis	60.00	4.00	
COMP-5055	DELETE Business Web Design & Google Analytics	60.00	4.00	
MGMT-5053	Customer Relationship Management	45.00	3.00	
MGMT-5046	Sales Management	45.00	3.00	
MGMT-5054	Business & Consumer Events	45.00	3.00	
MGMT-5050	New Media Marketing	45.00	3.00	
MGMT-5051	DELETE Current Market Trends & Issues	30.00	2.00	
MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	

ADD MGMT 5074 GOOGLE ANALYTICS

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

F12 ADD MGMT 5034 STRATEGIC POLICY & PLANNING
~~MGMT-5055~~ ~~DELETE Strategic Management~~
MGMT-5022 Not-For-Profit Marketing

		45.0 Total Hours	3.0 Total Credits	GE
MGMT-5055	DELETE Strategic Management	45.00	3.00	
MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report

Subrequirement: Gen Ed - Electives
Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency
Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

Approved By Chair/Manager:

Approved by Dean:

General Education Approved By(as appropriate):

Department and Date:

Date:

Date:

PROGRAM/CURRICULUM "RATIONALE FOR CHANGES"

All requests for changes to programs of instruction must be submitted to the Registrar's Office by December 1st each year for changes to be implemented for the following September intake. All changes require the approval of the Dean and possibly the VPA's Office, if significant.

REMINDER: We need to ensure that changes are made properly and in a timely manner to: maximize student success; optimize employment preparation; meet all quality and integrity responsibilities to MTCU, PQAPA and our Board of Governors; and meet community expectations.

- The **Program/Curriculum "Rationale for Changes"** should be completed using this template and all areas must be completed. An electronic copy of this document should be submitted to the Registrar's Office.
- The Dean/Chair responsible for the program should consult with other affected schools and obtain the appropriate sign-offs on a paper copy of this document. Once all consultations and sign-offs have occurred, the paper copy should be submitted to the RO
- Course Request Forms must also be submitted electronically to Strategy and Planning for all new courses. These will be forwarded to Scheduling following approval of the changes by the Dean and possibly the VPA's Office.

1.0 Program Requiring Changes

Program Title:	Business Admin Marketing	
Program Alpha & Number:	BAM2	
Effective Catalog Year:	2013/14 & 2012/13	

Please answer each of the questions below, if applicable. Missing or incomplete information may delay approval and/or implementation of the proposed changes.

2.0 Rationale for Changes

2.01 Provide a brief description of the reasons for the proposed changes.

Due to changes in online marketing trends, we would like re-name our "Current Trends" course to be called Google Analytics. We anticipate that this skill set will remain highly desired by industry and will be a competitive differentiator for our Program.

To compensate for moving this course from 2 course hours to 3, we are taking 1 hour from our current Web Design course. The Web Design course will now be 3 hours and be called Web Design and Search Engine Optimization. There will be no measurable impact to the learning outcomes for web design.

*See Late Change form for Rationale on MGMT-5034
2011/12*

2.02 Students

- Are changes a response to student feedback? Or our Programs Data Report - Weak Factors? (summarize how changes address this issue)
- How will changes affect student learning and success? (describe evidence to support this)
- How will changes affect cost of the program for students? (e.g., materials fees; equipment fees - laptop program; OSAP implications)

- How will changes affect the flow of the program?

Google Analytics, Search Engine Marketing, Web Design and Digital Marketing are all central skill sets that students will require in today's marketing environment. Search Engine Marketing and Web Design have been offered in the program for 3 years. Digital Marketing will be introduced this Winter. The addition of Google Analytics will round out students' ability to measure and track the success of their online campaigns and sites. We are the only College in Ontario (and Canada) to offer these courses at this level). To date, 40+ of our grads have been directly by Search firms, with demand exceeding supply. The Google certifications that go along with taking these courses are highly sought in industry.

2.03 Relationship of Program to Industry

- How do changes reflect trends in the field or in industry? (Provide data regarding industry and/or professional trends.)

Each year, the Interactive Advertising Bureau of Canada contracts Ernest & Young to conduct a study into trends in use of online/offline marketing media. In 2010, Search Engine Marketing was the most dominant and fastest growing online media used, comprising 40% of all online marketing expenditure. It is an ingrained consumer behavior to "Google" to look for product/service information and, as such, students need to be able to capitalize on this behavior in order to sell products. The addition of the Google Analytics strongly compliments Search, as it allows students to measure where traffic on their web site is coming from (i.e. Search Engine Marketing or other sources).

2.04 Program Learning Outcomes

- How do the changes align with Ministry outcomes? (Provide a copy of the completed program map indicating gaps/overlaps that are being corrected)

The changes will measurably enhance students' ability to meet the following learning outcomes

- Determine strategies for developing new products* and services that are consistent with evolving market needs.
- Project the impact of a marketing initiative using quantitative data.
- Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments

2.05 Relationships with Other Fanshawe College Programs

- Is this course in a ladder program or part of any other Fanshawe College program?

Per above, it is a compliment to existing courses but it is not in a ladder program.

2.06 Relations with Other Post-Secondary Programs

- How will the changes affect transfer agreements with other post-secondary institutions?
- What discussions have been initiated with these institutions regarding the changes?

The changes should not affect transfer agreements.

2.07 Changes on Fit of Program with general College Requirements for Programs

- How do changes affect the fit of the program with the College's strategic plan, program mix, general education requirements, marketing?
- Are changes consistent with Colleges policies/practices? (Identify specific areas where policies/practices need to be altered if program changes approved.)

The affect on program mix has been addressed above. The change is consistent with policies and practices.

3.0 Consultation Regarding Proposed Changes

3.01 Consultation With Program Advisory Committee

- Indicate feedback from the program advisory committee regarding the changes.

A Program Review is scheduled for 2012, however, we have just completed a Program Review for our Degree program which has similar curriculum to our Grad Program. The panel was resoundingly supportive of teaching digital, search and analytics as a skill set.

3.02 Consultation With Other Programs/Schools/Services

- What programs/schools/services have been consulted?
- What feedback and suggestions have been offered through consultation?

Not applicable - courses are specific to our program.

4.0 Resource Implications of Proposed Changes

4.01 Staffing

- Outline all staffing consequences, both for the program and related areas.

The courses will be taught by an existing full-time faculty members

4.02 Services

- Outline all consequences on other areas.

No impact

4.03 Space or Technology Requirements

- Outline how changes affect space and/or technology requirements.

No impact.

4.04 Budgetary Implications

- Outline budgetary implications (include consequences on other schools such as increase/decrease in teaching hours required)
- Outline changes to materials fees.

No impact to student fees or teaching hours overall

Approvals: Chair of School and Dean of Faculty; possibly VPA's Office, if significant

☒ Approved

☐ Not Approved / Requires Changes


Chair of School/Campus (signature)

Date

11/29/11


Dean of Faculty (signature)

Date

Nov. 30/11

Chair of Servicing School, if required (signature)

Date

Vice-President, Academic, if required (signature)

Date

Degree Audit Report

Catalog: 2012/2013

2013/14

Program: BAM2

Name: Business Administration -
Marketing

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 9 - 6AcadSem/1800-2100hrs

Grade Scheme: LG2

Major: BAM2 - Business Admin-Marketing

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 115.00

Residency Reqmt: 29.00

GPA Requirement: 2.000

Residency Reqmt GPA: 2.000

Minimum Grade: D

Academic Requirement: BAM2.12 Business Administration - Marketing

Major: BAM2

Grade Scheme: LG2

Minimum GPA: 2.000

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

	ACCT-1004	Principles of Accounting 1	60.00	4.00	
	WRIT-1032	Reason & Writing - Business 1	45.00	3.00	
	MKTG-1012	Principles of Marketing I	45.00	3.00	
	MATH-1052	Business Math	45.00	3.00	
F13	BUSI-1060 1080	Strategies for Success	45.00	1.00	3.00
	BUSI-1005	Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

			Total Hours	Total Credits	GE
ECON-1019	Contemporary Issues in Economics		45.00	3.00	**
MKTG-1028	Secondary Market Research		45.00	3.00	
MKTG-1054	Principles of Advertising & Branding		45.00	3.00	
MKTG-1020	Marketing Presentations		30.00	2.00	
COMP-3077	Excel for Business-Adv		45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	

Degree Audit Report

COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

ADD	COMP 5002	WEB DESIGN FOR OPTIMIZATION	45.00	3.00	
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP 5055	Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT 5051	Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
ADD	MGMT 5074	GOOGLE ANALYTICS	45.00	3.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

ADD	MGMT-5021	Strategic Policy Planning	45.00	3.00	
	MGMT-5055	Strategic Management	45.00	3.00	
	MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report

Subrequirement: Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

Approved By Chair/Manager:

Department and Date:

Approved by Dean:

Date:

General Education Approved By(as appropriate):

Date:

Degree Audit Report

Catalog: 2012/2013

Program: BAM2
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 9 - 6AcadSem/1800-2100hrs

Name: Business Administration -
Marketing

Grade Scheme: LG2
Major: BAM2 - Business Admin-Marketing
Co-Op Indicator: N/A

Div: BUS - Business and Management

Academic Program Requirement

Total Credits: 115.00 **Residency Reqmt:** 29.00
GPA Requirement: 2.000 **Residency Reqmt GPA:** 2.000
Minimum Grade: D

Academic Requirement: BAM2.12 Business Administration - Marketing

Major: BAM2
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
	ACCT-1004 Principles of Accounting 1	60.00	4.00	
	WRIT-1032 Reason & Writing - Business 1	45.00	3.00	
	MKTG-1012 Principles of Marketing I	45.00	3.00	
	MATH-1052 Business Math	45.00	3.00	
F12	BUSI-1060 Strategies for Success	45.00	1.00	3.0
	BUSI-1005 Introduction to Business Processes	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
	ECON-1019 Contemporary Issues in Economics	45.00	3.00	**
	MKTG-1028 Secondary Market Research	45.00	3.00	
	MKTG-1054 Principles of Advertising & Branding	45.00	3.00	
	MKTG-1020 Marketing Presentations	30.00	2.00	
	COMP-3077 Excel for Business-Adv	45.00	3.00	

Subrequirement: Level 3

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
	COMM-3020 Professional Communication	45.00	3.00	
	MKTG-3033 Advertising: Emerging & Traditional	60.00	4.00	
	MKTG-3007 Selling Fundamentals	60.00	4.00	
	MKTG-1055 Marketing Metrics	45.00	3.00	

Degree Audit Report

COMP-1413	Adobe Suite for Business	45.00	3.00
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00

Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MGMT-1021	Small Business Management I	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1056	Sports, Entertainment & Event Marketing	30.00	2.00	
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

Subrequirement: Year 3 (Level 5 - 6)

Take all of the following Mandatory Courses:

ADD	COMP 5002	WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5005	Global Marketing	45.00	3.00	
	MGMT-5056	Research & Data Analysis	60.00	4.00	
	COMP-5055	DUPLICATE Business Web Design & Google Analytics	60.00	4.00	
	MGMT-5053	Customer Relationship Management	45.00	3.00	
	MGMT-5046	Sales Management	45.00	3.00	
	MGMT-5054	Business & Consumer Events	45.00	3.00	
	MGMT-5050	New Media Marketing	45.00	3.00	
	MGMT-5051	DUPLICATE Current Market Trends & Issues	30.00	2.00	
	MGMT-5057	Search Engine Marketing & Google Adwords	60.00	4.00	
ADD	MGMT 5074	GOOGLE ANALYTICS	45.0	3.0	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5016	Consumer Behaviour	45.00	3.00	
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Year 3 - Add'l Req

Take 1 of the following groups:

Group 1

	MGMT - 5034	Strategic Policy & Planning	45.0	3.0	
			Total Hours	Total Credits	GE
	MGMT-5055	Strategic Management	45.00	3.00	
	MGMT-5022	Not-For-Profit Marketing	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Degree Audit Report**Subrequirement:** Gen Ed - Electives

Take 6 General Education Credits -
Normally taken in Levels 2 and 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 29 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.

Approved By Chair/Manager:

Approved by Dean:

General Education Approved By(as appropriate):

Department and Date:

Date:

Date:

College Advisory Committee Meeting

February 15, 2012

5:30-8:30 pm – Room B1070

Attendees: Wendy Barbour, Robert Brookes (Acting Chair), John Hope, Christine Jones Harris, Frank Serratore, Jim Sutherland

Fanshawe College Employees: David Belford, Sue Deakin, Ross Gowan, Cyndi Hornby, Albert Knab, Sherry McEvoy, Dee Morrissey, Penny Parker, Mary Pierce

Regrets: Karen McNeil-Murdoch, Nicole Archibald, David Atkinson, Steve Glickman, Connie Graham, Barry Phillips, Linda Pratt, Christine Wellenreiter

- 1) **Welcome and Introduction** – Robert Brookes welcomed attendees and asked everyone to introduce themselves.
- 2) **Lawrence Kinlin School of Business Update** – Mary Pierce provided an update on the Lawrence Kinlin School of Business:
 - Enrolment, after significant growth over 2007-2010, has stabilized, with a slight decrease in domestic numbers largely offset by an increase in international students.
 - Four programs were successfully launched in September 2011 (i.e., Entrepreneurship, Business Administration – Leadership and Management, Business Administration – Human Resource, Human Resources Management).
 - Several new European exchange agreements were signed with more under negotiation, differentiating Fanshawe's business programs from those at other colleges. The number of inbound and outbound students has increased significantly.
 - Nine programs are under development, including four degrees.
 - Curriculum is being created for hybrid/blended and fully online courses; faculty are being trained in online teaching through a program at the University of Illinois.
 - International recruitment continues to be a strategic direction, with particular focus on India and China.
- 3) **Business Administration – Marketing: Curriculum Changes** – Sherry McEvoy, Coordinator of the Business Administration – Marketing and Marketing Management programs, requested CAC approval of the following curriculum **revisions for 2012/13** (revisions to be made to both programs):
 - Change the name of **Business Web Design & Google Analytics** to **Web Design for Optimization** and decrease the course hours from 60 to 45.
 - Change the name of **Current Market Trends and Issues** to **Google Analytics** and increase the course hours from 30 to 45.

The proposed course names more accurately reflect course content, and the reallocation of hours allows for curriculum to be covered more effectively. Both programs have been re-mapped to the program standard and continue to exceed MTCU requirements. These changes do not affect the total program hours.

John Hope made a motion to endorse this change. Jim Sutherland seconded the motion. Motion carried.

- 4) **Business – Accounting and Business Administration – Accounting Program Review Recommendations** – Penny Parker and Sue Deakin, Coordinators of the Business – Accounting (BAC) and Business Administration – Accounting (BAA) programs respectively, presented an overview of program review completed in 2011. Program reviews are completed every five years and involve a review of Key Performance Indicators for the program, an internal assessment involving faculty, and external consultation with industry representatives. Frank Serratore, who participated in the external program review panel, commented on the thoroughness of the review.

Penny and Sue highlighted six of the 36 recommendations resulting from the program review and provided updates:

- *Improve co-op (i.e., placement and length of co-op semesters, student eligibility, promotion of our students' capabilities to potential employers as well as promotion of employer tax credits).* Fanshawe's new co-op policy will address many aspects of this recommendation.
- *Enhance experiential learning.* BAA will add the well-established and successful "Community Consultancy" course, allowing a select group of 12 students to participate in live client projects.
- *Emphasize Accounting Standards for Private Enterprise (ASPE) rather than International Financial Reporting Standards (IFRS).* The curriculum has been modified in both programs to comply with this recommendation.
- *Develop strategies to attract international students.* Fanshawe's articulation agreement with Western University for transfer from BAC to the Bachelor of Management and Organizational Studies program has been expanded to include King's University College, significantly increasing the number of students able to take advantage of this generous credit transfer opportunity. This agreement is particularly attractive to international students.
- *Offer online courses.* A plan is in place to offer at least one section of all courses in BAC and BAA in an online format. Seventy LKSB faculty members have completed courses in an online teaching program offered by the University of Illinois.
- *Increase case-based learning.* The curriculum in both BAC and BAA will feature more case studies starting in September 2012.

Frank Serratore made a motion to accept the recommendations from the BAC and BAA Program Review. Christine Jones Harris seconded the motion. Motion carried.

NOTE: The complete Program Review Report Summary was approved in September 2011 by Steve Glickman, Chair, of the LKSB College Advisory Committee.

5) **New Program Developments (Diploma and Graduate Certificates)**

Several new programs are at various stages of development. Initial steps include convening an External Focus Group to confirm a need for the program and to brainstorm skills and knowledge

for graduates, and then convening a Program Advisory Committee (also external) to review proposed learning outcomes and curriculum. Final steps involve the preparation of a formal proposal for an internal Program Advisory Committee and a submission to the Credentials Validation Service before final approval by Fanshawe's Board of Governors.

Business - Payroll & Bookkeeping (Penny Parker)

- Academic Credential: Diploma (four semesters)
- Delivery: Traditional classroom delivery, dual intake at launch with possible increase to four intakes annually
- Launch: September 2012
- Professional Affiliation: Canadian Payroll Association, Canadian Institute of Bookkeeping
- Target Market: alternative to the Business – Accounting (BAC) program; the BAC program has a very large initial intake but a low graduation rate as the curriculum is geared to students pursuing the Certified General Accountant designation and a degree; this program would appeal to students who are interested in an alternative accounting program; direct entry (from secondary school) or transfer from BAC
- Employment: bookkeepers, payroll clerks/administrators; self-employment
- Labour Market Prospects: specialized accounting skills in high demand
- Next Steps: Submission of proposal to internal Program Approval Committee

Chris Jones Harris made a motion to endorse the development of this program and John Hope seconded the motion. Motion carried.

Insurance & Risk Management (Cyndi Hornby)

- Academic Credential: Graduate Certificate (two semesters)
- Delivery: Laptop, blended delivery, dual intake; part-time option
- Launch: September 2013
- Professional Affiliation: Insurance Institute of Canada, Global Risk Management Institute
- Target Market: university and college graduates, mature students seeking a career change, international students (could be packaged with another graduate certificate to appeal to international students seeking a three-year work visa)
- Employment: brokers/agents, risk managers, underwriters, loss adjusters, loss prevention inspectors
- Labour Market Prospects: insurance industry predicting high attrition in the near future, peaking in 2017
- Next Steps: Submission of proposal to internal Program Approval Committee

John Hope made a motion to endorse the development of this program. Chris Jones Harris seconded the motion. Motion carried.

Supply Chain Management (Dee Morrissey for Neil Bishop)

- Academic Credential: Graduate Certificate (two semesters)
- Delivery: Laptop, blended delivery, dual intake; part-time option
- Launch: September 2013
- Professional Affiliation: not yet determined
- Target Market: university and college graduates, mature students seeking a career change, international students (could be packaged with another graduate certificate to appeal to international students seeking a three-year work visa)
- Employment: all areas of supply chain sector

- Labour Market Prospects: Canadian Supply Chain Sector Council predicts shortage of trained employees due to retirements and growth of sector
- Next Steps: Convening internal Program Advisory Committee

Wendy Barbour moved to endorse the development of this program. Chris Jones Harris seconded the motion. Motion carried.

Project Management (Albert Knab)

- Academic Credential: Graduate Certificate (two semesters)
- Delivery: Laptop, blended delivery, dual intake; part-time option
- Launch: September 2012
- Professional Affiliation: Project Management Institute
- Target Market: university and college graduates, mature students seeking a career change, international students (could be packaged with another graduate certificate to appeal to international students seeking a three-year work visa); recent immigrants
- Employment: public and private sectors; small, medium and large businesses
- Labour Market Prospects: highly transferrable skill set in demand across all sectors; growth of PMI membership and designations
- Next Steps: Submission of proposal to internal Program Approval Committee

Chris Jones Harris made a motion to endorse the development of this program. John Hope seconded the motion. Motion carried.

Accounting Graduate Certificate (Sue Deakin)

- Academic Credential: Graduate Certificate (three semesters), completed in one year
- Delivery: Laptop, blended delivery, single intake; part-time option
- Launch: September 2013
- Professional Affiliation: Certified General Accountant
- Target Market: university and college graduates, mature students seeking a career change, international students (could be packaged with another graduate certificate to appeal to international students seeking a three-year work visa); recent immigrants
- Employment: public and private sectors; small, medium and large businesses
- Labour Market Prospects: certified accountants always in high demand
- Next Steps: Submission of proposal to internal Program Approval Committee

Wendy Barbour made a motion to endorse the development of this program. Frank Serratore seconded the motion. Motion carried.

6) **Degree Development** (Ross Gowan)

Four degree programs are under development in the Lawrence Kinlin School of Business. (Fanshawe currently offers three degree programs outside business.) College degrees combine theoretical and applied learning and must include at least one co-op semester. The four degree programs under development share a common first two years, which allows for easy transfer, and include core business courses as well as breadth (non-business) courses. Each degree also has a customized degree completion program for college graduates transferring from either a two-year or three-year diploma program; in either case the total minimum number of semesters for completion of a diploma and degree is nine plus a co-op semester.

- Academic Credential: Bachelor of Commerce degree; eight semesters, plus one co-op semester (minimum)
 - Accounting

- Digital Marketing
- Human Resources Management
- Leadership and Management
- Delivery: laptop, blended delivery, single intake (September); part-time option
- Launch: September 2013 or September 2014
- Professional Affiliation: each degree is affiliated with a number of professional associations, including Certified General Accountants, Google, Human Resources Professionals Association, Canadian Institute of Management
- Target Market: direct entry (from secondary school), diploma transfer students (primarily from the Lawrence Kinlin School of business), international students, mature students
- Employment: all sectors
- Labour Market Prospects: applied business degree graduates are in demand; employers value combination of theoretical and applied education
- Next Steps: Faculty are creating course outlines for over 70 courses; submission of proposal to internal Program Approval Committee and Postsecondary Education Quality Assessment Board

Motion – Frank Serratore made a motion to proceed with application to the Postsecondary Education Quality Assessment Board to deliver the four proposed Bachelor of Commerce programs with specialization in Accounting, Digital Marketing, Human Resources Management, and Leadership & Management. Jim Sutherland seconded the motion. Motion carried.

Next Meeting: Tues. April 10, 2012, 5:30-8:30 pm, B1070

Meeting was adjourned at 8:45 pm.

PROGRAM/CURRICULUM "RATIONALE FOR CHANGES"

All requests for changes to programs of instruction must be submitted to the Registrar's Office by December 1st each year for changes to be implemented for the following September intake. All changes require the approval of the Dean and possibly the VPA's Office, if significant.

REMINDER: We need to ensure that changes are made properly and in a timely manner to: maximize student success; optimize employment preparation; meet all quality and integrity responsibilities to MTCU, PQAPA and our Board of Governors; and meet community expectations.

- The **Program/Curriculum "Rationale for Changes"** should be completed using this template and all areas must be completed. An electronic copy of this document should be submitted to the Registrar's Office.
- The Dean/Chair responsible for the program should consult with other affected schools and obtain the appropriate sign-offs on a paper copy of this document. Once all consultations and sign-offs have occurred, the paper copy should be submitted to the RO
- Course Request Forms must also be submitted electronically to Strategy and Planning for all new courses. These will be forwarded to Scheduling following approval of the changes by the Dean and possibly the VPA's Office.

1.0 Program Requiring Changes

Program Title	Marketing Management	
Program Alpha & Number	MKM1	
Effective Catalog Year	2013/14 & 2012/13	

Please answer each of the questions below, if applicable. Missing or incomplete information may delay approval and/or implementation of the proposed changes.

2.0 Rationale for Changes

2.01 Provide a brief description of the reasons for the proposed changes.

Due to changes in online marketing trends, we would like re-name our "Current Trends" course to be called Google Analytics. We anticipate that this skill set will remain highly desired by industry and will be a competitive differentiator for our Program.

To compensate for moving this course from 2 course hours to 3, we are taking 1 hour from our current Web Design course. The Web Design course will now be 3 hours and be called Web Design and Search Engine Optimization. There will be no measurable impact to the learning outcomes for web design.

2.02 Students

- Are changes a response to student feedback? Or our Programs Data Report - Weak Factors? (summarize how changes address this issue)
- How will changes affect student learning and success? (describe evidence to support this)
- How will changes affect cost of the program for students? (e.g., materials fees; equipment fees - laptop program; OSAP implications)

- How will changes affect the flow of the program?

Google Analytics, Search Engine Marketing, Web Design and Digital Marketing are all central skill sets that students will require in today's marketing environment. Search Engine Marketing and Web Design have been offered in the program for 3 years. Digital Marketing will be introduced this Winter. The addition of Google Analytics will round out students' ability to measure and track the success of their online campaigns and sites. We are the only College in Ontario (and Canada) to offer these courses at this level). To date, 40+ of our grads have been directly hired by Search firms, with demand exceeding supply. The Google certifications that go along with taking these courses are highly sought in industry.

2.03 Relationship of Program to Industry

- How do changes reflect trends in the field or in industry? (Provide data regarding industry and/or professional trends.)

Each year, the Interactive Advertising Bureau of Canada contracts Ernst & Young to conduct a study into trends in use of online/offline marketing media. In 2010, Search Engine Marketing was the most dominant and fastest growing online media used, comprising 40% of all online marketing expenditure. It is an ingrained consumer behavior to "Google" to look for product/service information and, as such, students need to be able to capitalize on this behavior in order to sell products. The addition of the Google Analytics strongly compliments Search, as it allows students to measure where traffic on their web site is coming from (i.e. Search Engine Marketing or other sources).

2.04 Program Learning Outcomes

- How do the changes align with Ministry outcomes? (Provide a copy of the completed program map indicating gaps/overlaps that are being corrected)

The changes will measurably enhance students' ability to meet the following learning outcomes

- Determine strategies for developing new products* and services that are consistent with evolving market needs.
- Project the impact of a marketing initiative using quantitative data.
- Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments

2.05 Relationships with Other Fanshawe College Programs

- Is this course in a ladder program or part of any other Fanshawe College program?

Per above, it is a complement to existing courses but it is not in a ladder program.

2.06 Relations with Other Post-Secondary Programs

- How will the changes affect transfer agreements with other post-secondary institutions?
- What discussions have been initiated with these institutions regarding the changes?

The changes should not affect transfer agreements.

2.07 Changes on Fit of Program with general College Requirements for Programs

- How do changes affect the fit of the program with the College's strategic plan, program mix, general education requirements, marketing?
- Are changes consistent with Colleges policies/practices? (Identify specific areas where policies/practices need to be altered if program changes approved.)

The affect on program mix has been addressed above. The change is consistent with policies and practices.

3.0 Consultation Regarding Proposed Changes

3.01 Consultation With Program Advisory Committee

- Indicate feedback from the program advisory committee regarding the changes.

A Program Review is scheduled for 2012; however, we have just completed a Program Review for our Degree program which has similar curriculum to our Grad Program. The panel was resoundingly supportive of teaching digital, search and analytics as a skill set.

3.02 Consultation With Other Programs/Schools/Services

- What programs/schools/services have been consulted?
- What feedback and suggestions have been offered through consultation?

Not applicable - courses are specific to our program.

4.0 Resource Implications of Proposed Changes

4.01 Staffing

- Outline all staffing consequences, both for the program and related areas.

The courses will be taught by an existing full-time faculty members

4.02 Services

- Outline all consequences on other areas.

No impact

4.03 Space or Technology Requirements

- Outline how changes affect space and/or technology requirements.

No impact.

4.04 Budgetary Implications

- Outline budgetary implications (include consequences on other schools such as increase/decrease in teaching hours required)
- Outline changes to materials fees.

No impact to student fees or teaching hours overall


Approvals: Chair of School and Dean of Faculty; possibly VPA's Office, if significant

☒ Approved

☐ Not Approved / Requires Changes


Chair of School/Campus (signature)


Date


Dean of Faculty (signature)


Date

Chair of Servicing School, if required (signature)

Date

Vice-President, Academic, if required (signature)

Date

Degree Audit Report

Catalog: 2012/2013

Program: MKM1
Department: BUS - Kinlin School of Business
Academic Level: PS
CCD: 7 - 2AcadSem/600-700 hrs

Name: Marketing Management

Grade Scheme: LG2
Major: MKM1 - Marketing Management
Co-Op Indicator: N/A

Div: BUS - Business and Management**Academic Program Requirement**

Total Credits: 41.00
GPA Requirement: 2.000
Minimum Grade: D

Residency Reqmt: 11.00
Residency Reqmt GPA: 2.000

Academic Requirement: MKM1.12 Marketing Management

Major: MKM1
Grade Scheme: LG2
Minimum GPA: 2.000
Minimum Grade:

Subrequirement: Year 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ADD	COMP 5062 WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
	MGMT-5005 Global Marketing	45.00	3.00	
	MGMT-5056 Research & Data Analysis	60.00	4.00	
	COMP-5055 DELETE Business-Web-Design & Google Analytics	60.00	4.00	
	MGMT-5053 Customer Relationship Management	45.00	3.00	
	MGMT-5046 Sales Management	45.00	3.00	
	MGMT-5054 Business & Consumer Events	45.00	3.00	
	MGMT-5057 Search Engine Marketing & Google Adwords	60.00	4.00	
	MGMT-5050 New Media Marketing	45.00	3.00	
	MGMT-5051 DELETE Current Market Trends & Issues	30.00	2.00	
ADD	MGMT-5074 DELETE GOOGLE ANALYTICS	45.0	3.0	

Subrequirement: Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
	MGMT-5002 IMC-Integrated Mktg Communications 1	45.00	3.00	
	MGMT-5016 Consumer Behaviour	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
	MGMT-5038 Community Consultancy 1	90.00	6.00	

Subrequirement: Add'l Req

Take 1 of the following groups:

Group 1

Degree Audit Report

		Total Hours	Total Credits	GE
MGMT-5022	Not-For-Profit Marketing	45.00	3.00	
MGMT-6033	Entrepreneurship	45.00	3.00	

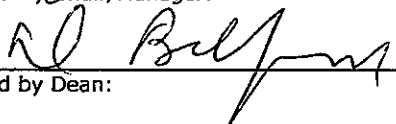
Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

Subrequirement: Check Residency

Students Must Complete a Minimum of 11 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.


Approved By Chair/Manager:


Approved by Dean:

LKSB 11/29/11
Department and Date:

Nov. 30 / 11
Date:

General Education Approved By(as appropriate):

Date:

Degree Audit Report

Catalog: 2012/2013

2013/14

Program: MKM1

Name: Marketing Management

Department: BUS - Kinlin School of Business

Academic Level: PS

CCD: 7 - 2AcadSem/600-700 hrs

Grade Scheme: LG2

Major: MKM1 - Marketing Management

Div: BUS - Business and Management

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 41.00	Residency Reqmt: 11.00
GPA Requirement: 2.000	Residency Reqmt GPA: 2.000
Minimum Grade: D	

Academic Requirement: MKM1.12 Marketing Management

Major: MKM1
 Grade Scheme: LG2
 Minimum GPA: 2.000
 Minimum Grade:

Subrequirement: Year 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ADD	COMP5052 WEB DESIGN FOR OPTIMIZATION	45.0	3.0	
	MGMT-5005 Global Marketing	45.00	3.00	
	MGMT-5056 Research & Data Analysis	60.00	4.00	
	COMP-5055 BUSINESS WEB DESIGN & GOOGLE ANALYTICS	60.00	4.00	
	MGMT-5053 Customer Relationship Management	45.00	3.00	
	MGMT-5046 Sales Management	45.00	3.00	
	MGMT-5054 Business & Consumer Events	45.00	3.00	
	MGMT-5057 Search Engine Marketing & Google Adwords	60.00	4.00	
	MGMT-5050 New Media Marketing	45.00	3.00	
	MGMT-5051 CURRENT MARKET TRENDS & ISSUES	30.00	2.00	
ADD	MGMT5054 GOOGLE ANALYTICS	45.0	3.0	

Subrequirement: Add'l Req

Take 1 of the following groups:

Group 1

		Total Hours	Total Credits	GE
MGMT-5002	IMC-Integrated Mktg Communications 1	45.00	3.00	
MGMT-5016	Consumer Behaviour	45.00	3.00	

Group 2

		Total Hours	Total Credits	GE
MGMT-5038	Community Consultancy 1	90.00	6.00	

Subrequirement: Add'l Req

Take 1 of the following groups:

Group 1

Degree Audit Report

		Total Hours	Total Credits	GE
MGMT-5022	Not-For-Profit Marketing	45.00	3.00	
MGMT-6033	Entrepreneurship	45.00	3.00	

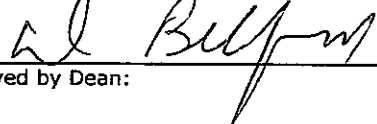
Group 2

		Total Hours	Total Credits	GE
MGMT-5039	Community Consultancy 2	90.00	6.00	

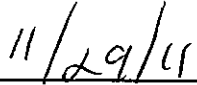
Subrequirement: Check Residency

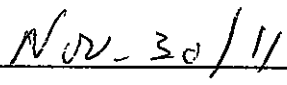
Students Must Complete a Minimum of 11 of the Program
Credits at Fanshawe to meet the Residency Requirement and
Graduate from this Program.


Approved By Chair/Manager:


Approved by Dean:

General Education Approved By(as appropriate):


Department and Date:


Date:

Date: